

MID-SUMMER MARKED DOWN SALE

STARTS

MONDAY, JULY 19th, PROMPTLY AT 9 O'CLOCK

Following our well known policy of never carrying goods over from one season to another, we inaugurate tomorrow morning a Gigantic Clearance of all this Season's latest and best merchandise at ABSOLUTE COST, and, in many cases, LESS THAN COST.

This is our first Big Sale, but it is Bona-Fide, offering values which will stir this town and county from one end to the other. There are Real Bargains here in Ready-to-Wear, Millinery, Dress Goods, Underwear, Laces, Hosiery, Table Linens, Bed Spreads, Pillow Cases, Gloves, Children's Dresses, etc. Values that are seldom equalled, and never beaten.

As everybody knows, the reputation that this store enjoys for high class merchandise is such that it is hardly necessary to dwell upon the character of the goods offered at this great Mid-Summer Marked Down Sale.

SPOT CASH

READY-TO-WEAR AT UNBELIEVABLE PRICES

- 4 Silk Dresses which sold at \$22.50, now at **\$12.00**
 10 Silk Dresses which sold at \$10.00, now **\$4.75**
 2 Net Dresses which sold at \$22.00, now **\$13.50**
 2 Organdies, which sold at \$18.00, now **\$10.00**
 3 Voiles, which sold for \$15.00, now **\$9.00**
 3 Voiles, which sold at \$12.50, now **\$7.75**
 3 Organdies, which sold for \$10.00, now **\$5.00**
 12 Lawns, which sold for \$6.50, now **\$3.75**
- These dresses are all of this season's styles, and shades, and made up in the very best of styles. There is not a single dress in this lot, but what is offered at LESS THAN COST.

COAT SUITS

- 1 Palm Beach Suit, sold for \$10.00, now **\$5.75**
 2 Palm Beach Suits, sold for \$12.50, now **\$7.50**
 3 Serge Suits, sold for \$15.00, now **\$7.50**

NEW FALL SKIRTS

- Taffeta and Silk Gabardine Skirts, regular \$10.00 values.
 Advance selling at **\$8.50**
 Serge Skirts in plain and checks, regular \$6.50 values
 at **\$4.75**

WASH SKIRTS

- \$5.00 Skirts to close out at **\$2.75**
 \$4.00 Skirts to close out at **\$3.00**
 \$3.00 Skirts to close out at **\$1.75**
 \$1.00 Skirts to close out at **.50c**

KIMONAS

- Crepe, Crepe and Silk, Silk and Cotton
 \$5.00 Kimonas to close out at **\$2.25**
 \$4.00 Kimonas to close out at **\$3.00**
 \$2.50 Kimonas to close out at **\$2.00**
 \$1.50 Kimonas to close out at **\$1.00**
- The majority of these Kimonas haven't been in the house over three weeks.

HOUSE DRESSES

- \$2.25 House Dress, nicely made, and made to fit and well worth the regular price, to close out at **.98c**

SILK UNDERSKIRTS

- A beautiful array of silk underskirts, in all colors, all new goods, regular \$4.00 and \$2.75 values at **\$2.50**
 Regular \$3.00 values, now at **\$1.75**

SILK AND LINGERIE SHIRT WAISTS

- Ten dozen beautiful Shirt waists, Lingerie, and Silk regular \$1.50 values, and well worth the price, too, to go at **.89c**

SILK WAISTS

- Two dozen exquisite wash silk crepe waists, in all colors, regular \$3.50 values, now at **\$2.75**

MIDDY BLOUSES

- Middy blouse, of white, or white trimmed in red, or blue regular \$1.00 values, now at **.89c**

NO APPROVALS

FANCY PARASOLS AND SILK UMBRELLAS

- In all this season's prettiest designs,
 \$5.00 values, now at **\$3.25**
 \$3.50 values, now at **\$2.00**
 \$2.00 values, now at **\$1.25**

PANAMA HATS

- Panama Hats are as staple as granulated sugar. You can use them now, and again next summer. We are closing out ours at Very Special Reductions:
 \$4.50 Panamas going at **\$2.00**
 \$3.50 and \$3.00 Panamas at **\$1.75**

SUMMER MILLINERY AT LESS THAN COST

- All Mid-Summer Trimmed Hats at Less Than Cost.
ADVANCE SHOWING OF NEW FALL MILLINERY
 Special Reductions on high-class new Fall Millinery, White Felt and Sport Hats and Caps, in all colors.

CHILDREN'S DRESSES

- Percale and Gingham Dresses
 \$1.25 Dresses going at **.75c**
 75c Dresses going at **.50c**

CHILDREN'S UNDERWEAR

- Underskirts, regular 25c grade going at **.15c**
 Drawers, regular 15c grade going at **.10c**
 Drawer-Bodies, regular 25c grade going at **.20c**
 Gowns, regular 75c grade going at **.50c**
 Gowns, regular 50c grade going at **.30c**

LADIES UNDERWEAR

- Gowns, regular \$1.00 values at **.75c**
 Underskirts, \$2.00 values at **\$1.10**
 Underskirts, \$2.50 values at **\$1.25**
 Princess Slips, \$1.00 values at **.75c**
 Princess Slips, \$2.00 values at **\$1.00**
 Drawers, \$1.50 values at **.90c**
 Drawers, 75c values at **.49c**
 Drawers, 40c values at **.20c**
 Ribbed Vests, 35c values at **.25c**
 Ribbed Vests, 25c values at **.20c**
 Ribbed Vests, 20c values at **.15c**
 Ribbed Vests, 10c values at **.08c**

DeBOISE BRASSIERES

- \$1.50 Brassiers at **\$1.00**
 \$1.00 Brassiers at **.75c**
 75c Brassiers at **.55c**
 50c Brassiers at **.40c**
- These are all this season's goods.

CHILDREN'S WAISTS

- De Boise Waists for Children, in brand new goods.
 25c grade at **.20c**

LADIES HOSE

- We carry the famous "Ecco" brand of Ladies Hosiery, in Silk, Lisle and cotton. In all this season's most popular shades.
 \$1.00 grade at **.85c**
 50c grade at **.49c**
 25c grade at **.20c**

GLOVES

- Centemerl Kid gloves \$1.25 grade at **\$1.00**
 Centemerl Kid gloves \$1.50 grade at **\$1.25**
 Centemerl Kid gloves \$1.75 grade at **\$1.50**
 Centemerl Silk gloves 65c grade at **.50c**
 Centemerl Silk gloves \$1.00 grade at **.80c**

NECKWEAR

- All the season's most popular collars, and pieces of neckwear in an endless array of pretty and dainty patterns at greatly reduced prices.

- \$1.00 neckwear at **.75c**
 75c neckwear at **.50c**
 65c neckwear at **.49c**
 50c neckwear at **.40c**
 25c neckwear at **.20c**

TABLE LINENS, TOWELS AND DOYLIES

- \$1.00 grades at **.75c**
 50c grades at **.40c**
 25c grades at **.20c**

ENGLISH LONG CLOTH

- Regular 25c a yard quality at this sale, only **.15c**

PILLOW TUBING

- 25c grade at **.15c**

"ANDROSCOGGIN MILLS" BLEACHING

- 12 1-2c a yard at this sale, only a yard **.9 1-2c**

DRESS GOODS

WHITE GOODS

- Batiste, white and sheer, regular 35c value, now at **.25c**
 Dimity, Plain and Checked, regular 25c values, now at **.20c**
 Linen, white and sheer, regular 75c value, now at **.55c**

EMBROIDERED PIECE GOODS

- Embroidered Flouncing, full skirt widths, \$2.25 values at **\$1.50**
 Embroidered Flouncing full skirt widths, \$1.50 at **\$1.00**
 Embroidered Chiffon, all colors. We have 135 yards of this Chiffon (all colors), regular \$1.50 values, now at **.98c**
 90 yards of White and Black and White Embroidered Organdies which formerly sold for 75c, now at **.50c**
 All 50c Voiles (all colors), now at **.40c**

GINGHAMS

- Regular 12 1-2c French Gingham, now at **.8c**
 Regular 12 1-2c Percale, now at **.8c**
 Regular 8c Gingham, now at **.6c**
 A beautiful assortment of patterns.

ALTERATIONS EXTRA

LACES

We have a wonderful assortment of perfectly exquisite patterns in laces in all width, and at all prices. We are very proud of our showing of laces, and we have made exceptional reductions in laces. See below.

- Baby Irish laces, regular \$5.00 values, now at **\$3.25**
 \$2.50 values, now at **\$1.50**
 50c values, now at **.40c**
 25c values, now at **.20c**
 15c values, now at **.10c**
 10c values, now at **.7c**
 5c values, now at **.4c**

Bed Sheets

- "Utica" sheets 90x90, already made, no seams, regular \$1.25 grade at **.98c**
 "Utica" sheets 81x90, already made, no seams, regular \$1.00 grade at **.80c**

Bed Spreads

- Beautiful Bed Spreads, crinkled or plain, and of excellent quality, and well worth the regular price of \$3.50, now at **\$2.25**
 Regular \$2.25 quality bed spreads, now at **\$1.75**

Pillow Cases

- "Utica" pillow cases, regular 50c grade at, per pair only **.40c**

Rugs and Lace Curtains to be Closed Out

As we are discontinuing our lines of Rugs and Lace Curtains, we are naming prices on them that will clean them out quickly, so if interested act promptly.

- Axminster or Wilton Velvet 36x72 rugs, sold for \$5.00, now **\$3.50**
 Axminster or Wilton Velvet 36x72 rugs, sold for \$6.00, now **\$4.00**
 Bath Rugs, selling for \$4.00, now **\$2.90**
 Bath Rugs, selling for \$3.50, now **\$2.25**
 Bath Rugs, selling for \$2.25, now **\$1.50**
 Lace Curtains in White or Ecru (in several beautiful patterns, sold for \$4.50, now **\$2.50**
 Tapestry Curtains, selling for, per pair \$5.00, now **\$3.25**
 Cretons and Tapestries, in all colors, regular 50c values at **.40c**

No, the printer hasn't made a mistake. The prices as quoted herein are correct. There are exceptional values here. Come quick, before they are all picked over.

MRS. B. GRAVES BOYD

Space forbids enumeration of all the many great values offered during this sale. There are as many unadvertised "bargains" as there are "bargains" advertised.